

## ASSIGNMENT 8

Textbook Assignment: "Printing, Layout and Makeup" (continued) and "Writing Headlines and Cutlines," pages 8-31 through 9-15.

- 8-1. What is the primary reason for designing a newspaper page?
1. To decrease the time required in the makeup process
  2. To make the page easier to read
  3. To provide equal treatment to all major stories
  4. To keep readers from becoming bored with one repetitious pattern

- 8-2. Which of the following patterns is representative of contemporary style magazines?
1. Formal balance
  2. Focus
  3. Grid
  4. Quadrant

- 8-7. The reader's attention is directed to the upper corners of the page by the stairstep arrangement of headlines

- 8-8. This design is characterized by such elements as immense type and large art masses in unorthodox shapes

- 8-9. In which of the following design patterns is the page divided in half vertically and, for each element placed on one side of the center line, a duplicate element is placed at the same point on the opposite side?

1. Dynamic balance
2. Functional
3. Formal balance
4. Modular

- 8-10. Which of the following designs follows no set pattern and allows the news to dictate the layout?

1. Formal balance
2. Functional
3. Horizontal
4. Dynamic balance

IN ANSWERING QUESTIONS 8-3 THROUGH 8-8, SELECT FROM COLUMN B THE DESIGN PATTERN CHARACTERIZED BY THE STATEMENT IN COLUMN A. RESPONSES MAY BE USED MORE THAN ONCE.

<u>A. STATEMENTS</u>	<u>B. CATEGORIES</u>
8-3. The page is divided into quarters and a major element is placed in each quarter	1. Focus 2. Dynamic balance 3. Quadrant
8-4. The news is made up on a diagonal line that calls the reader's attention to most important story on the page	4. Circus
8-5. The news is presented so that all elements vie for the reader's immediate attention	
8-6. The page is divided in half vertically	

IN ANSWERING QUESTIONS 8-11 THROUGH 8-15,  
SELECT FROM COLUMN B THE DESIGN PATTERN  
CHARACTERIZED BY THE STATEMENT IN COLUMN  
A. RESPONSES MAY BE USED MORE THAN ONCE.

	<u>A. STATEMENTS</u>	<u>B. CATEGORIES</u>
8-11.	Large multi-column headlines, large horizontal pictures	1. Horizontal 2. Modular
8-12.	This format came about from a study that showed that readers estimate they read horizontal copy faster than vertical copy	3. Grid
8-13.	Intersecting lines are used to form rectangles to give a page the look of modern magazines	
8-14.	Pleasing vertical and horizontal rectangles are combined and irregular story shapes are avoided	
8-15.	A strong vertical chimney is the earmark of this design pattern	
8-16.	Which of the following design patterns places a strong emphasis on a single story or issue?	1. Focus 2. Total 3. Functional 4. Grid
8-17.	What design, if any, is best for a ship or station newspaper?	1. Horizontal 2. Functional 3. Dynamic balance 4. None

- 8-18. Around the time of the Spanish-American War, which headline form was introduced?
1. Initial letter
  2. Multi-column heads
  3. Multi-decked heads
  4. Streamlined, compact heads
- 8-19. In colonial America, what was the predominant headline form?
1. Initial letter
  2. Multi-column heads
  3. Multi-decked heads
  4. Streamlined, compact heads
- 8-20. In the modern period following World War I, what headline type came into prominence?
1. Initial letter
  2. Multi-column heads
  3. Multi-decked heads
  4. Streamlined, compact heads
- 8-21. Which of the following pairs of adjectives best describe a good, modern headline?
1. Long and specific
  2. Brief and dramatic
  3. Long and informative
  4. Brief and informative
- 8-22. What facet of the story helps determine the size of a headline?
1. The prominence of the persons in the story
  2. The importance of the story
  3. The interest of the story to the reader
  4. The timeliness of the story
- 8-23. The headline "Navy to Buy Whole Town" illustrates what headline style?
1. Downstyle
  2. All caps
  3. Upper and lower head
  4. Lower head

- 8-24. A single-line headline across the top of the page is what type of headline?
1. Hammerhead
  2. Kicker
  3. Banner
  4. Readout
- 8-25. The headline "Upgrading urged for nation's railroads" illustrates what headline style?
1. Downstyle
  2. All caps head
  3. Upper and lower head
  4. Lower head
- 8-26. What headline style is the most difficult to read?
1. Downstyle
  2. All caps head
  3. Upper and lower head
  4. Lower head
- 8-27. In a flush-left head, the lines must be of equal length.
1. True
  2. False
- 8-28. A headline that is twice the size and set flush left above the main head is known by what term?
1. Tripod
  2. Hammerhead
  3. Rocket
  4. Wicket
- 8-29. What is the composition of the tripod head?
1. A short line of larger type set flush left and above two lines of smaller type
  2. Two lines of small type to the right of a short line of larger type twice the size of the smaller
  3. A single, short line of smaller type to the left of two lines of larger type
  4. A larger type centered above the main head of smaller type
- 8-30. What is the unit count system?
1. A unit value assigned to each character expressing its height relationship to other characters
  2. A unit value assigned to each character expressing its width relationship to other characters
  3. The unit value assigned to each character expressing the style in point size and line count
  4. An expression of the height and width of each character in terms of units
- 8-31. What letters each equal two units in an all-cap headline?
1. M and W
  2. N and O
  3. P and Q
  4. R and S
- 8-32. What letter of the alphabet is counted as one-half unit whether capitalized or lower case?
1. s
  2. q
  3. i
  4. d
- 8-33. In headline counting, all numerals, with one exception, equal how many units?
1. 1
  2. 2
  3. 1/2
  4. 1 1/2
- 8-34. Which of the following punctuation marks is evaluated as 1 1/2 units?
1. Exclamation mark
  2. Question Mark
  3. Apostrophe
  4. Semicolon

- 8-35. For what purpose should you use a headline chart?
1. To determine the minimum and maximum count for each line of a specific style and size of type
  2. To determine the point size of a given style of type
  3. To select the proper style of type to use for any given headline
  4. To compose a headline that fits within the minimum and maximum count per newspaper column
- 8-36. Which of the following sizes of type is the largest?
1. 60 pt
  2. 48 pt
  3. 30 pt
  4. 24 pt
- 8-37. Assume you have a three-column headline of 24 units. Which letter-number key in figure 9-13 of the text should you use in your code to the printer?
1. B5
  2. D3
  3. F3
  4. G3
- 8-38. In striving to write brief headlines, you often omit which of the following parts of speech?
1. The action verb
  2. Nouns used as subjects
  3. Adjectives, adverbs and articles
  4. Abbreviations
- 8-39. Which of the following is a rule for verb use in headlines?
1. Use active verbs in the past tense
  2. Use active verbs in the historical present tense
  3. Use passive verbs in the past tense
  4. Use passive verbs in the historical present tense
- 8-40. Which of the following is the rule for verb and article use in headlines?
1. Verbs may be omitted, articles may not
  2. Verbs and articles are required
  3. Verbs and articles may be omitted
  4. Verbs may be omitted; articles are always omitted
- 8-41. Which of the following headlines is written in the best style?
1. Bar S. Africa  
From Olympics
  2. Voters Bar  
S. Africa
  3. Olympic Committee  
Bars South Africa
  4. S. Africa is Barred  
From Olympic Games
- 8-42. "Young pedestrian shot in leg" is a better headline than "Injuries sustained by child" for what reason?
1. It is more specific
  2. It is more positive
  3. It includes more of the five Ws
  4. It uses more short, active words
- 8-43. For what reason is "Clinton sees peace talks soon" a better headline than "Peace talks may begin next week?"
1. A good headline always answers "what" first
  2. Opinion stories should include attribution in the headline
  3. It is more specific
  4. It contains more short, active words
- 8-44. Which of the five Ws can generally be omitted in the headline of a local story?
1. Where
  2. When
  3. Who and what
  4. Where and when

- 8-45. The main reason headline writers use a specialized vocabulary is the necessity for which of the following?
1. Colorful writing
  2. Brevity
  3. Clarity
  4. Originality
- 8-46. Under what circumstances may you use the abbreviation SECNAV in a headline?
1. When space constraints make it necessary
  2. When you spell out the title in the lead of the story
  3. When the press release goes to a broadcast outlet
  4. When the headline is for a Navy publication
- 8-47. What is the purpose of a picture cutline?
1. To add interest to the picture
  2. To tell the complete story
  3. To add information that, together with the picture, tells the story
  4. To identify the picture elements
- 8-48. Gathering information for a cutline is similar to compiling material for what other publication element?
1. A film script
  2. An editorial cartoon
  3. A brief TV or radio announcement
  4. A news story
- 8-49. What is the rule for the length of a cutline?
1. Use one line
  2. Use one sentence
  3. Use two or three lines
  4. Use the fewest words that will convey the message clearly
- 8-50. Which of the following is a principle about the style of writing cutlines?
1. The cutline should arouse, but not satisfy, the reader's curiosity
  2. The style varies according to the type of picture and the policies of the individual publication
  3. The cutline should serve as a lead-in to an accompanying story
  4. The style is always the same for any type of picture
- 8-51. What are the major components of a cutline?
1. Lead, bridge, action and credit line
  2. Tie-back, identification, attribution and conclusion
  3. Identification, tie-in, action and background information
  4. Action, background information, credit line and identification
- 8-52. The first sentence in a good cutline usually describes or names which of the following picture elements?
1. The action shown, or "what"
  2. The persons shown, or "who"
  3. The background details, or "when"
  4. The news peg, or "why"

8-53. You are writing a cutline for a news photo that shows a Navy plane on fire after being struck by lightning. Which of the following first sentences is the best?

1. Fire fighters save lightning-struck Navy plane
2. Fire fighters combatted flames on a Navy plane struck by lightning
3. Fire fighters at Memphis Naval Air Station pumped foam on burning plane set afire by lightning
4. Foam pumped on this Navy plane, struck by lightning, put out the fire before great damage was done

8-54. The "when" element in a cutline, if needed, is usually included where?

1. In the news story, not in the cutline
2. At the end of the cutline
3. In the second sentence of the cutline
4. In the first sentence of the cutline

8-55. A photo shows two statesmen arriving by plane from an important meeting. One of the men is partially obscured by the other one. No one in the welcoming crowd can be seen clearly. Who should be identified by name?

1. Only the statesman seen clearly in the picture
2. Both statesmen
3. Both men and important welcomers who are not clearly shown
4. Only the partially obscured statesman, if the clearly seen one is well-known

8-56. Which of the following descriptions about the identification of persons illustrates good cutline writing?

1. The identification of six persons shown inspecting a building site appears in the first sentence of the cutline
2. A group of winners in a contest is captioned, top row, left to right, and bottom row, left to right. Over the picture is the phrase "contest winners"
3. A presidential candidate is shown donning a war bonnet presented by a costumed Native-American. Both are named in the first sentence of the cutline
4. A Navy member is shown applying mouth-to-mouth resuscitation to a child lying on a beach. The child's name was not known and that fact was not mentioned in the cutline

8-57. The amount of background information needed in a cutline is influenced by which of the following factors?

1. Who is in the picture and what is being depicted
2. When and where the action occurred
3. Why the picture was taken and what the story tells
4. How and where the picture will be used

8-58. How should you use verb tenses in cutlines?

1. Use present, past and future tenses as in any writing
2. Use the present tense throughout
3. Describe the action in the present tense, and use appropriate tenses for background information
4. Use the past tense throughout

8-59. Where is the recommended position of the credit line in the cutline?

1. Preceding the action element
2. Following the action element
3. Preceding the background information
4. following the background information